

Declaration of Food Independence

When in the course of human events it becomes necessary for freedom-loving people to dissolve the bands which have subjected them to the will of nutrition zealots, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to separation.

We hold these truths to be self-evident, that all Consumers are created equal, that they are endowed with certain unalienable rights, that among these are life, liberty, and whatever they choose to eat or drink in the pursuit of happiness. That whenever any menu meddlers become destructive of these ends, it is the right of Consumers to alter or abolish that relationship, organizing their powers in such form as to them shall seem most likely to affect their safety and happiness.

But when a long train of abuses and usurpations – including taxes, finger-waving, and misinformation – evinces a design to reduce the freedoms of responsible adults under dietary despotism, it is their right, it is their duty, to throw off such tyrants. Such is now the necessity which impels us to alter our former tolerance of mealtime meddling. To prove this, let facts be submitted to a candid public:

- People for the Ethical Treatment of Animals (PETA) has shocked the conscience of our nation with campaigns equating farm animals to victims of gruesome crimes and even the Nazi Holocaust. PETA has also gone out of its way to target children in its campaign to tarnish the name of a national hero - Colonel Sanders.
- Kelly Brownell and the “food police” at the Center for Science in the Public Interest (CSPI) have pledged to use the U.S. tax code to raise the price of tasty soft drinks and snacks.
- The ban-happy former Health Commissioner of New York City, Dr. Thomas Frieden, is poised to take his anti-salt crusade national at the Centers for Disease Control and Prevention.
- Alice Waters, Michael Pollan, and other gourmet activists are determined to make food production less efficient and more costly for everyone.
- The world’s richest animal-rights organization, the Humane Society of the United States, continues to raise funds for its vegan agenda in the name of homeless dogs and cats, without sharing more than a tiny sliver of its massive annual budget with hands-on animal shelters.
- Actor Jeremy Piven and environmental activist groups have spread misinformation about seafood and health without acknowledging the nutritional benefits of fish consumption.
- MeMe Roth has relentlessly campaigned to stamp out one of children’s most valued liberties: the birthday cupcake.
- Many activist groups design false food scares to push their hidden agendas. Offending organizations include, but are not limited to, the Physicians Committee for Responsible Medicine, the Environmental Working Group, and the Institute for Agriculture and Trade Policy.
- Nutrition zealots are trying to subvert traditional American beliefs about personal responsibility. One such group, the Center for Science in the Public Interest, regularly resorts to inflated statistics in its feud with flavor.
- Sugar marketers are spreading misinformation and unfairly demonizing their equally sweet and innocuous competitor, high fructose corn syrup.

In every stage of these oppressions we have responded with skeptical inquiries, humorous retorts, the occasional cartoon, and a healthy dose of common sense. Our sustained efforts have been answered only by repeated attempts to tax, control, and cajole us. A dietary zealot whose character is thus marked by every act which may define a tyrant is unfit to rule over free Consumers’ meals.

We therefore solemnly publish and declare that Consumers are, and ought to be, sovereign adults trusted to make their own food decisions. They have full power to eat, drink, and purchase without fear of harassment, violence, tyrannical taxes, or “guilt trips.”

It’s your food. It’s your drink. It’s your freedom.

The Center For
Consumer Freedom